



BIOGRAPHICAL PROFILE: ANDREAS SCHMOLL

Sports Executive, Retail & Real Estate Expert, Cultural Entrepreneur and Founder of “Ride4Change”

South Africa – Basketball & Biker Culture (1992–1995)

In the early 1990s, Andreas Schmoll moved to South Africa. In Cape Town, he spent three years as **General Manager and Head Coach of the Cape Town Eagles** in the South African Basketball National League. At the same time, he owned and operated the legendary “**Austrian Madhouse**”, which under his leadership became a cult meeting place for Cape Town’s motorcycle and biker community.

Austrian Professional Sport & Management (1999–2009)

After returning to Austria, Schmoll spent ten years as **PR and Media Manager of WBC Raiffeisen Wels**, accompanying the club through one of the most successful periods in its history, culminating in the Austrian national championship title in 2009. Alongside his work in professional sport, he held senior management positions in the retail sector – as Sales Manager at **Forstinger**, Managing Director at **Reiter Betten & Vorhänge**, and CEO of **Trio Spielwaren**. His responsibilities included operational leadership, restructuring and strategic business development.



USA & Real Estate

In 2009, his entrepreneurial path took him to Florida, where he established and operated an Austrian-style coffee house through his own LLC. During his time in the United States, he gained extensive experience in the American market and the international real estate sector. Today, Schmoll works as a **qualified real estate consultant at IWS Immobilienwelt Schellerer in Wels**, specialising in residential and commercial property as well as selected international real estate, particularly in the United States.

Culture – “Schlaumeier von Wels” (2024–2026)

In 2024, Schmoll and Jürgen Speta launched “**Schlaumeier von Wels**”, a city-wide pub quiz that brought together gastronomy, culture and community. The project developed into a successful event series, culminating in major finals at the Welios Science Center.

Ride4Change – A New Chapter (from 2026)

With **Ride4Change**, Andreas Schmoll brings together decades of experience in sport, management, marketing, international project development and motorcycle culture with a clear charitable purpose.

Ride4Change is a platform for the international motorcycle community. It connects biker clubs and motorcycle communities and gives them a platform to showcase their own social projects for children and young people, raise awareness and take responsibility together. **Africa 2027 is the first Ride4Change charity project.** A ride across Africa down to Cape Town and back to Austria, documenting the journey and using the platform to create awareness and support for projects that create opportunities for children and young people.

Ride4Change rides for the people who help. For projects that create opportunities.